

FIG. 1

097570220-032601

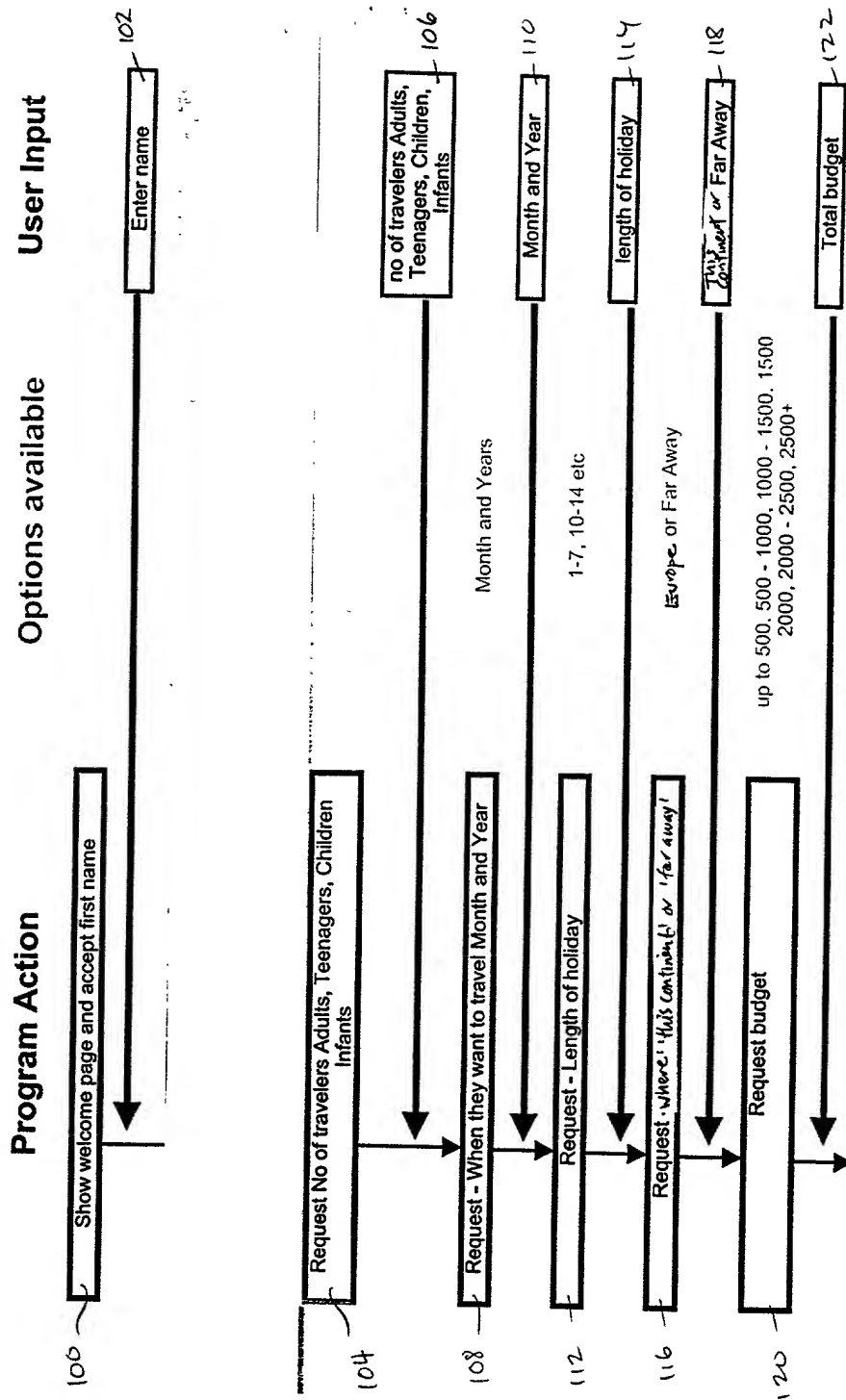


FIG. 2A

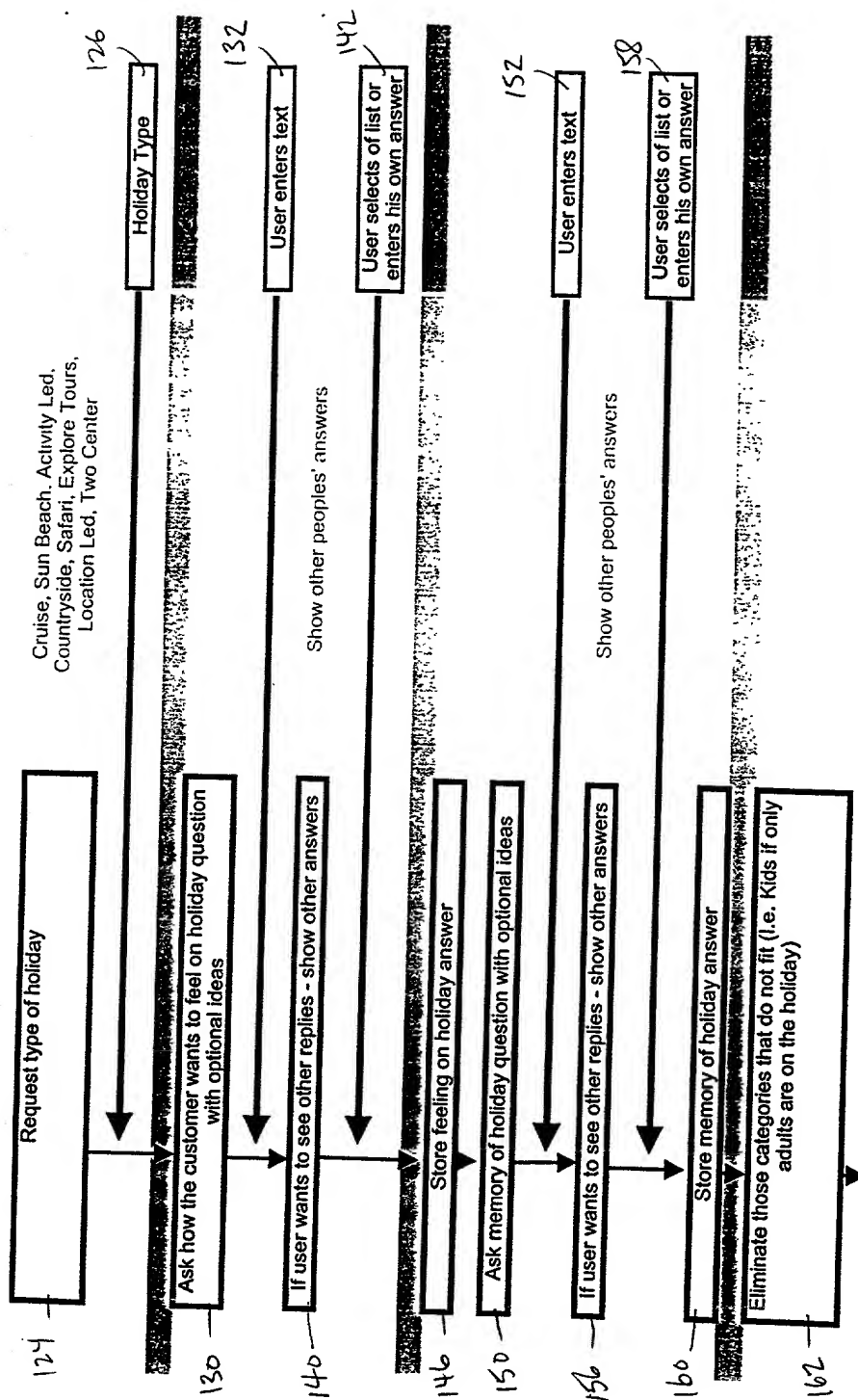


FIG. 2B

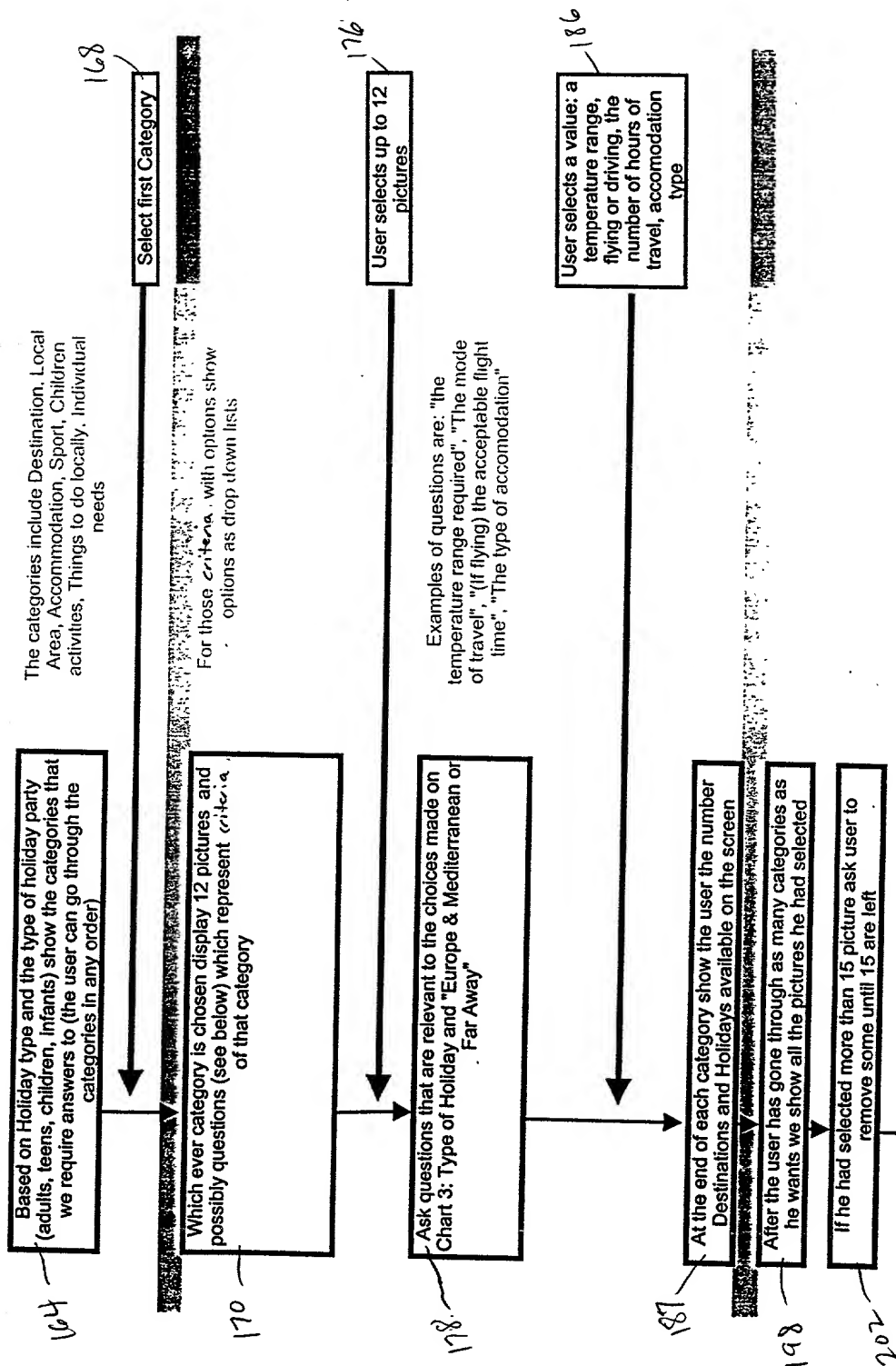


FIG. 2C

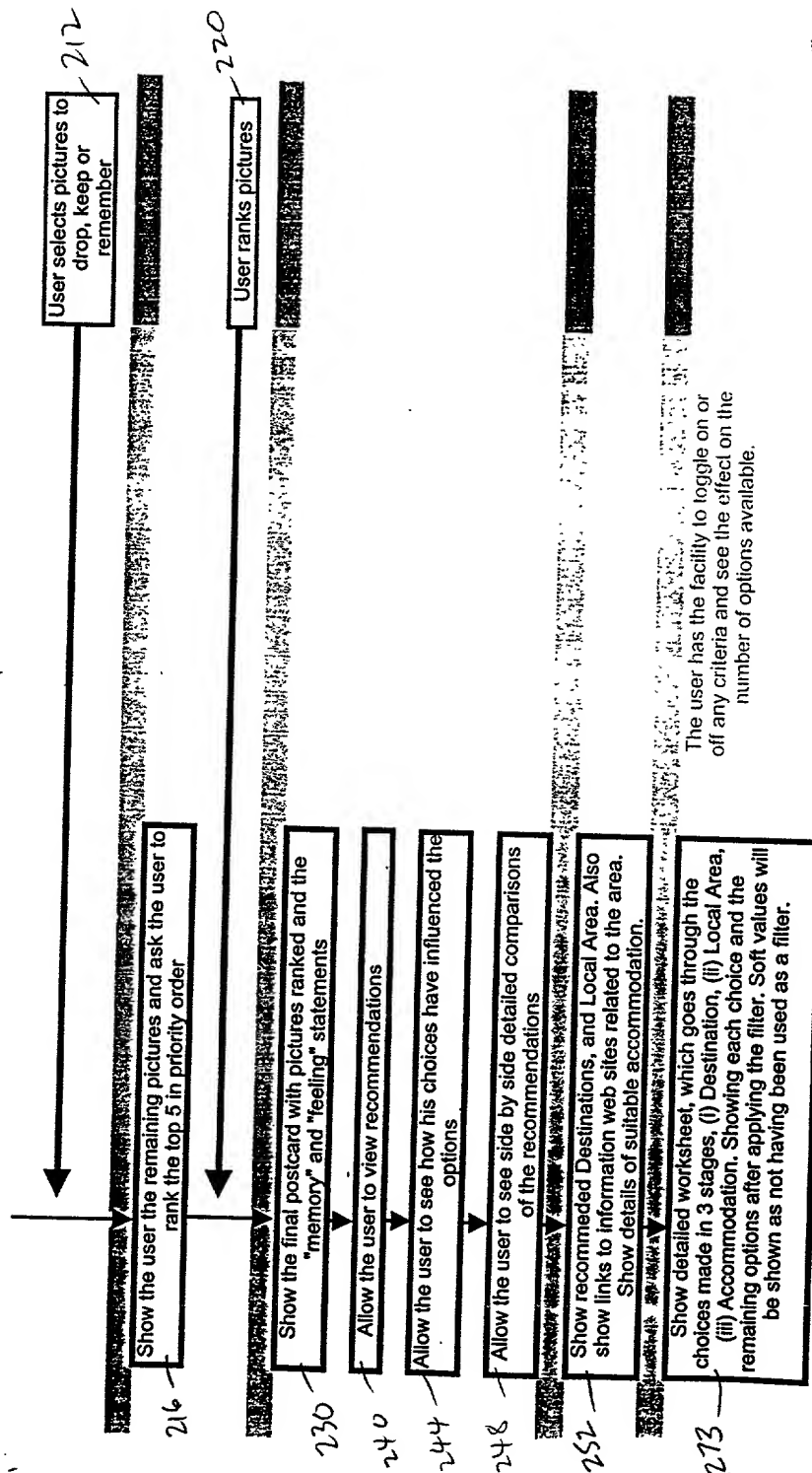


FIG. 2D

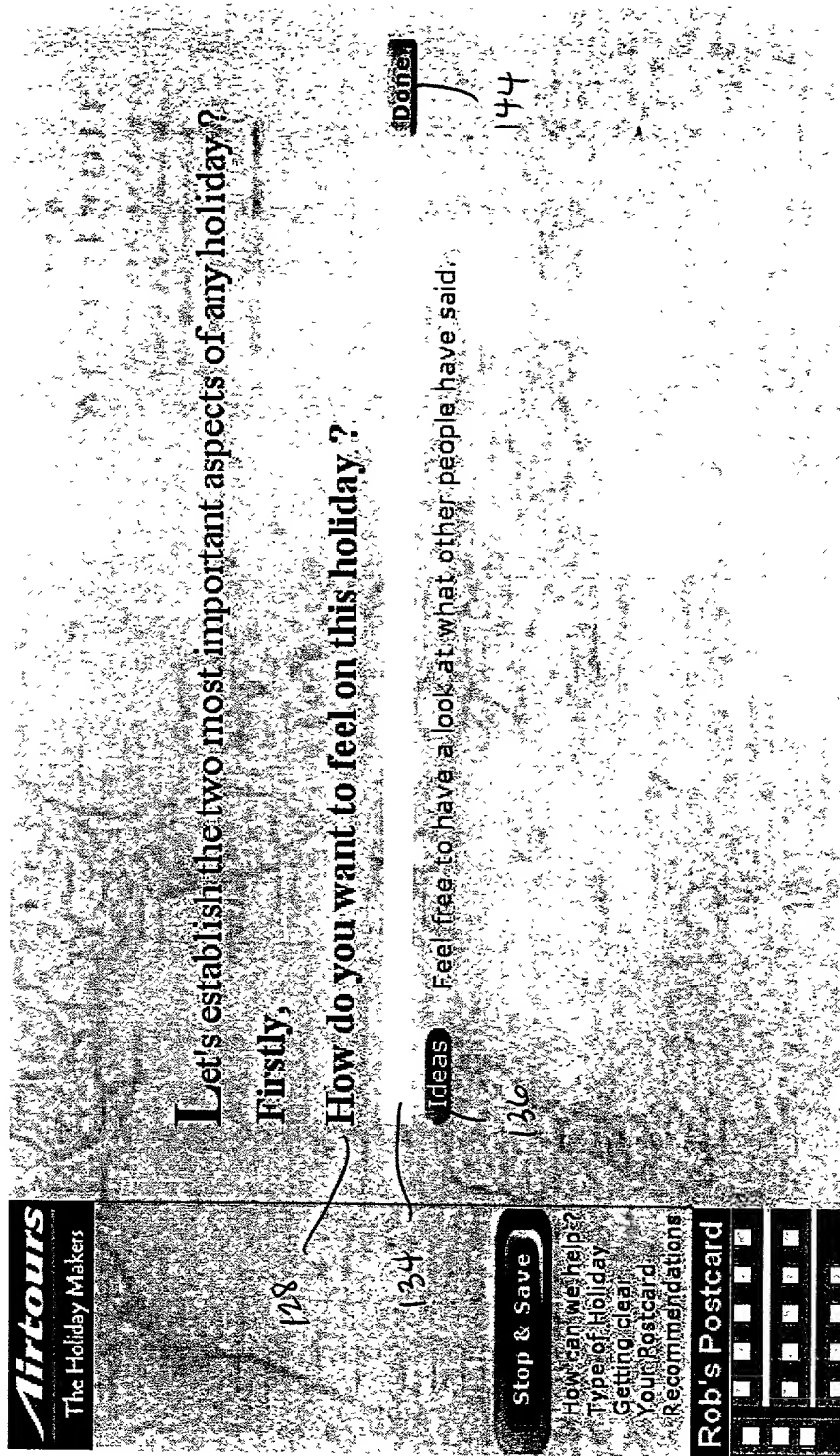


FIG 3

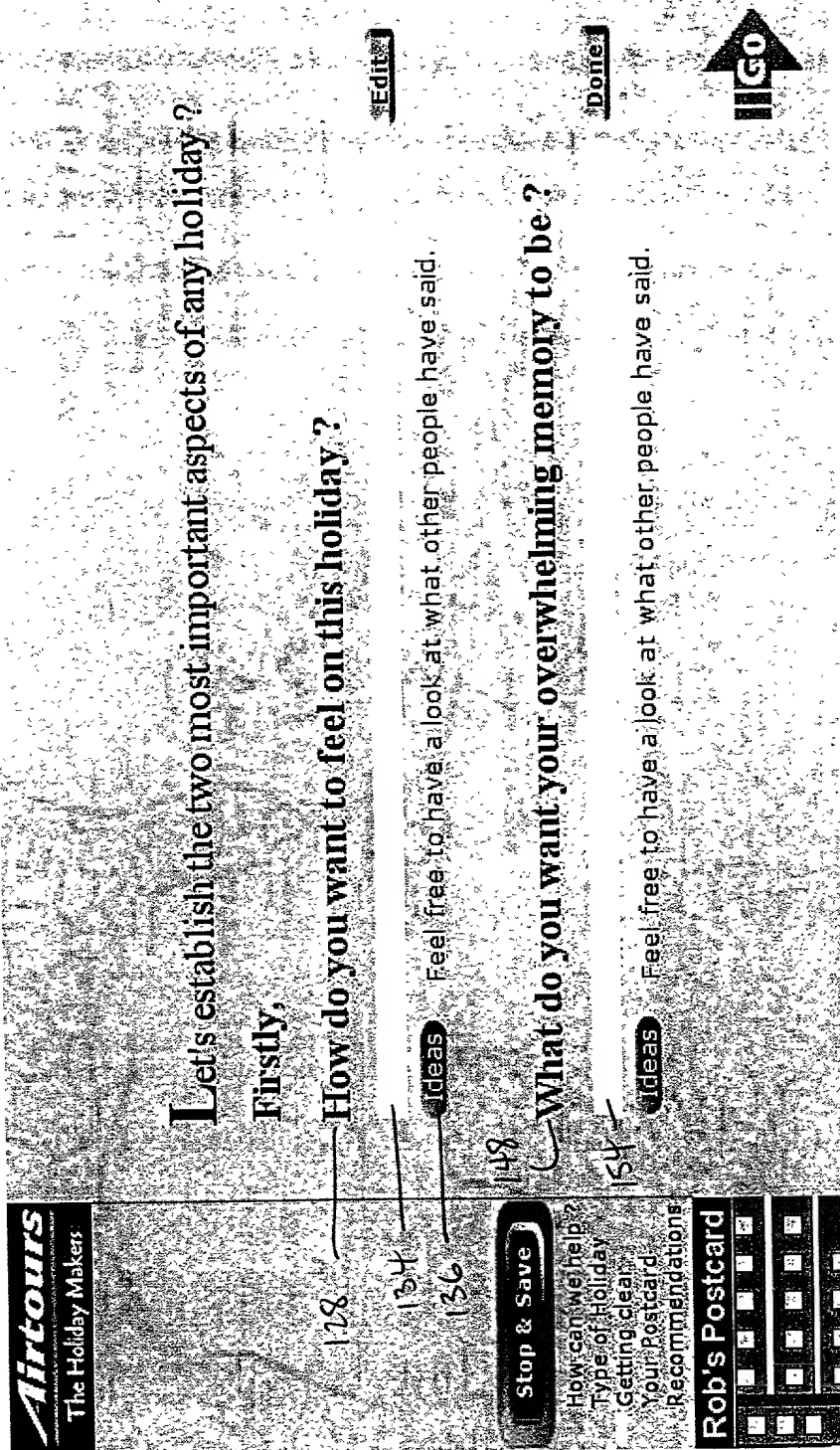


FIG. 4

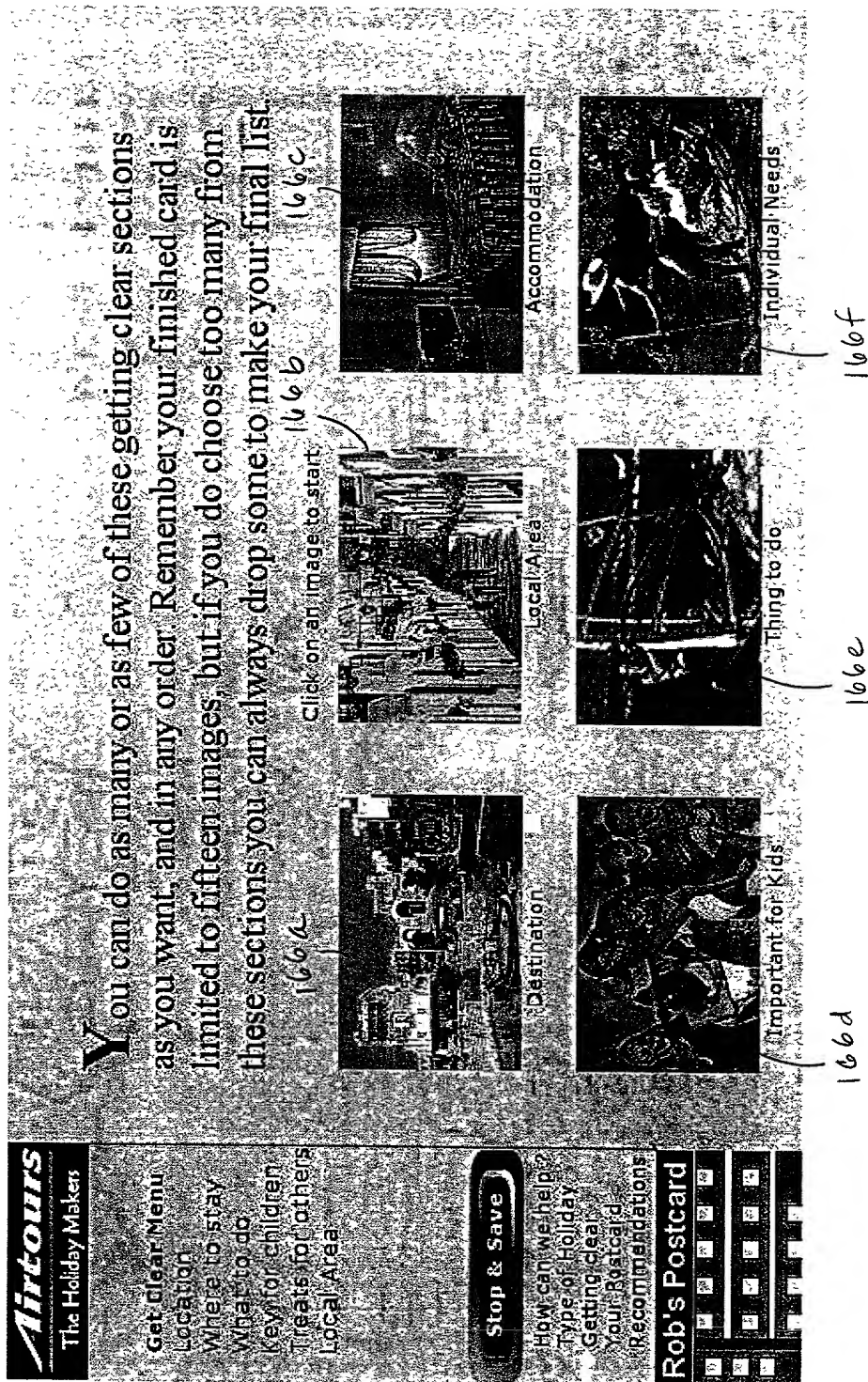


FIG. 5

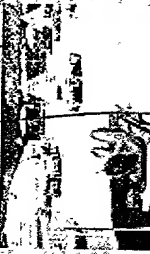
172

FIG. 6

172a

What sort of European/Mediterranean Beach destination do you fancy?

Check white boxes on the ones for you. Not too many!



Sun, Sea & Sand



Peace & Quiet



Active



Places to explore



Dramatic Scenery



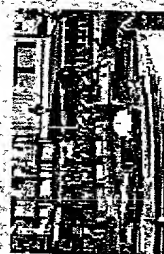
Away from it all



Romantic



Lively



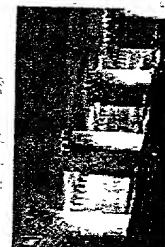
Old World



New World



Holiday Location



Cultural Location



How will you travel?

Air



What about flight times? 8-12 hrs

What temperature suits? 80 > 90



184

180

182

Airtours
The Holiday Makers

Get Clear Menu

Location

Where to stay

What to do

Key for children

Treats for others

Local Area

170

Stop & Save

How can we help?

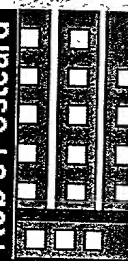
Type of Holiday

Getting clear


Your Postcard

Recommendations

Rob's Postcard



172b




Airtours
The Holiday Makers

Get Clear Menu
Location
Where to stay
What to do
Key for children
Treats for others
Local Area

Stop & Save













How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations

Rob's Postcard



What sort of far away Beach destination do you fancy?


Check white boxes on the ones for you. Not too many!

What temperature suits? ☐ 80 > 90 ☐ 8-12 hrs ☐ **GO**

How much rain is OK? ☐ under 3" ☐ Do you mind getting? Jobs No Visa No

FIG. 7



The Holiday Makers

Get Clear Menu

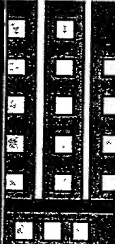
- Location
- Where to stay
- What to do
- Key for children
- Treats for others
- Local Area

Stop & Save

How can we help?






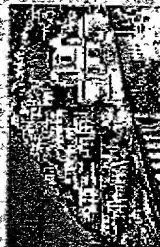






- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

Rob's Postcard



What are you looking for in the local area where you'll stay ?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.

 <p>On the Strip</p>	 <p>Out of Town</p>	 <p>Scenic Views</p>	 <p>Seclusion</p>
 <p>Modern</p>	 <p>Heritage</p>	 <p>Passion for food</p>	 <p>Glamorous</p>
 <p>Night Life</p>	 <p>Restaurants</p>	 <p>Street cafes</p>	 <p>Local Markets</p>

Go

FIG. 8

The Holiday Makers

Get Clear Menu

- Location
- Where to stay
- What to do
- Key for children
- Treats for others
- Local Area

Stop & Save

How can we help?

- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

Rob's Postcard

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

What kind of accommodation do you want?

Where would you like to stay?

	Hotel	Resort	Apartment	Villa
Luxury				
Standard				
Basic				
Food Options				
Number of Rooms				
Swimming Pool				

Go

FIG. 9

The Holiday Makers

Get Clear Menu

- Location
- Where to stay
- What to do
- Key for children
- Treats for others
- Local Area

Stop & Save

How can we help?

Type of Holiday

Getting clear

Your Postcard

Recommendations

Rob's Postcard

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

What is going to be important for your kids?

Playmates

Games

Kids Club

Children's Pool

Baby Sitting

High Chairs/Cots

Children's Menus

Safe Disco

Safe Beach

Play Area

4-5 Bed Rooms

Joining Rooms

GO

FIG. 10

Airtours
The Holiday Makers

Get Clear Menu
Location
Where to stay
What to do
Key for children
Treats for others
Local Area

194

Stop & Save

How can we help?
Type of Holiday
Getting clear
Your Postcard
Recommendations

Rob's Postcard



What do you want to do on holiday?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.



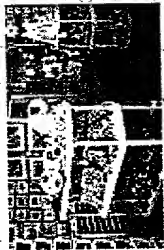
Restaurants



Family eating out



Shopping



Shopping



Street Cares



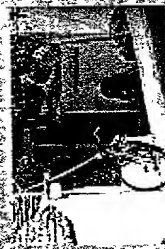
Be Pampered



Romantic Evenings



Clubbing



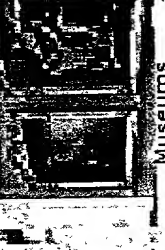
Bike/Car Hire



Beauty Spots



Historic Places



Museums

Fig. 11

196

~~Individual Needs -~~

Vegetarian Meals

~~Wheelchair Access~~

**No need to
climb stairs
or Lift**

**No Dogs at
Property**

**Owners Pets
allowed**

Write your own

Write your own

Write your own

**Owners Pets
allowed**

[illegible]

.....

1	2
3	4
5	6
7	8
9	10
11	12
13	14
15	16
17	18
19	20
21	22
23	24
25	26
27	28
29	30
31	32
33	34
35	36
37	38
39	40
41	42
43	44
45	46
47	48
49	50
51	52
53	54
55	56
57	58
59	60
61	62
63	64
65	66
67	68
69	70
71	72
73	74
75	76
77	78
79	80
81	82
83	84
85	86
87	88
89	90
91	92
93	94
95	96
97	98
99	100

FIG. 12

204

You have selected 23 images, which now need to be reduced to 15.
Please drop 7 by clicking on the tabs to indicate which to keep or drop.
 We will take account of any you drop in evaluating recommendations.

Airtours
 The Holiday Experts

Rob's personal Postcard - May 2001

	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems Keep <input checked="" type="checkbox"/> 206	Resort Drop <input checked="" type="checkbox"/> 208	Landmark Cities Keep <input checked="" type="checkbox"/> 206	Romantic Keep <input checked="" type="checkbox"/> 210	Hilltop Retreat Keep <input checked="" type="checkbox"/>
Sun- Beach					
10-14 days	Dramatic Drop <input checked="" type="checkbox"/>	Desert Island Drop <input checked="" type="checkbox"/>	Resort Keep <input checked="" type="checkbox"/>	Inspirational Keep <input checked="" type="checkbox"/>	Dramatic Keep <input checked="" type="checkbox"/>
Budget: £2000- 2500					
Keep & Drop	Romantic Drop <input checked="" type="checkbox"/>	Lively Keep <input checked="" type="checkbox"/>	Harbour Views Keep <input checked="" type="checkbox"/>	Scenic Coast Drop <input checked="" type="checkbox"/>	Desert Island Keep <input checked="" type="checkbox"/>
	Romantic Drop <input checked="" type="checkbox"/>	Lively Keep <input checked="" type="checkbox"/>	Harbour Views Keep <input checked="" type="checkbox"/>	Scenic Coast Drop <input checked="" type="checkbox"/>	Desert Island Keep <input checked="" type="checkbox"/>

FIG. 13

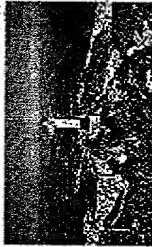



200

06757030.02025250

218

Prioritise your top five, which will then appear on the top row of you postcard.
The remainder of your preferences will appear below and will still the used in our recommendations.

Rob's personal Postcard - May 2001

	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hilltop gems	Resort	Landmark Cities	Romantic	Hilltop Retreat
	Put in my top five 4	Put in my top five 2	Put in my top five 3	Put in my top five 2	Put in my top five 1
Sun- Beach					
10-14 days	Dramatic	Desert Island	Resort	Inspirational	Dramatic
	Put in my top five 3	Put in my top five 2	Put in my top five 3	Put in my top five 5	Put in my top five 2
Budget: £2000- 2500					
	Romantic	Lively	Harbour Views	Scenic Coast	Desert Island
	Put in my top five 2	Put in my top five 2	Put in my top five 2	Put in my top five 2	Put in my top five 1

STOP & SHOP

4
214

FIG. 14

228

51015

SUGGEST = view recommendations. REASONS = how your criteria worked. Change if required

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254

253a

258

256

264

250

253b

260

262

266

268

270

Barbados

RECOMMENDATIONS

ALMOND BEACH CLUB
Holetown St James

161 rooms, in beautiful 32 acre gardens, all with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.

PRICE:
2 Adults x 14 nights @ circa £4125
7 Nights 1229 extra nights 119
Full board; local drinks; and sports

FLIGHTS:
Heathrow: Mon/Thurs/Sun
Gatwick: Daily

AVAILABILITY:
May usually shows some spare capacity.

CORAL REEF CLUB
Holetown St James

85 rooms, in beautiful gardens, all spacious with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.

PRICE:
2 Adults x 14 nights @ circa £4538
7 Nights from 1296 extra nights 139
Full board; local drinks; and sports

FLIGHTS:
Heathrow: Mon/Thurs/Sun
Gatwick: Daily

AVAILABILITY:
May usually shows some spare capacity.

Aruba

RECOMMENDATIONS

ARUBA MARRIOTT RESORT
Palm Beach

411 rooms, in 10 acres tropical gardens, all with air conditioning. Choice of restaurants and bars. Beach front with Pool; swim up bar; Tennis Courts; Watersports; Spa; Sauna; Shops and Casino.

PRICE:
2 Adults x 14 nights @ circa £3098
Room Only
7 Nights from 1069 extra nights 68

FLIGHTS:
Daily via Amsterdam

AVAILABILITY:
May usually shows some spare capacity.

Rob's Postcard

FIG. 16



This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	On/Off	139 destinations with 7,500 hotels/villas/apartments
DURATION	10-14 days	On/Off	139 destinations with 7,500 hotels/villas/apartments
TRAVELLERS	2 adults	On/Off	139 destinations with 7,500 hotels/villas/apartments
HOW FAR?	Far Away	On/Off	92 destinations
BUDGET	2500-3000	On/Off	92 destinations
FLIGHT TIME	8-12 hrs	On/Off	36 Destinations
DATE	May	On/Off	36 Destinations
TEMPERATURE	80-90	On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua, Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	On/Off	Aruba, Barbados, China (Peking)
LOCAL AREA	Resort	On/Off	Aruba, Barbados
	Romantic	On/Off	A matter of personal judgement
	Inspirational	On/Off	A matter of personal judgement
	Glamorous	On/Off	Barbados, St James Beach, Auba, Palm Beach
ACCOMODATION	Luxury	On/Off	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Full Board	On/Off	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Pool	On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
	Beachfront	On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
SPORTS	Suba Diving	On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
THINGS TO DO	Restaurants	On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort

Stop & Save

- ✓ How can we help?
- ✓ Type of Holiday
- ✓ Getting clear
- ✓ Your Postcard
- ✓ Recommendations

Rob's Postcard



FIG. 17



This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	<input checked="" type="checkbox"/> Full	139 destinations with 7,500 hotels/villas/apartments
DURATION	10-14 days	<input checked="" type="checkbox"/> Full	139 destinations with 7,500 hotels/villas/apartments
TRAVELLERS	2 adults	<input checked="" type="checkbox"/> Full	139 destinations with 7,500 hotels/villas/apartments
HOW FAR ?	Far Away	<input checked="" type="checkbox"/> On/Off	92 destinations
BUDGET	2500-3000	<input checked="" type="checkbox"/> On/Off	92 destinations
FLIGHT TIME	8-12 hrs	<input checked="" type="checkbox"/> On/Off	36 Destinations
DATE	May	<input checked="" type="checkbox"/> On/Off	36 Destinations
TEMPERATURE	80-90	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
LOCAL AREA	Resort	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
	Romantic	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Inspirational	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Glamorous	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach, Auba, Palm Beach Grenada, Grand Anse Beach, Antigua, English Harbour, Nevis, Pinney's Beach, Jamaica, Montego Bay
ACCOMMODATION	Luxury	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1 Grenada, Grand Anse Beach x 3, Antigua, English Harbour x 1, Nevis, Pinney's Beach x 1, Jamaica, Montego Bay x 3
	Full Board	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1 Jamaica, Montego Bay x 3
	Pool	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 3
	Beachfront	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 2
SPORTS	Suba Diving	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 2
THINGS TO DO	Restaurants	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort Jamaica, Montego Bay = Tryall = Half Moon Club

Stop & Save

- How can we help
- Type of Holiday
- Getting clear
- Your Postcard
- Recommendations

Rob's Postcard



FIG. 18

272

290

09757060-033604

09757020.03604
FOI b6 b7C b7D



Detailed side-by-side comparison of options

HOTEL	Royal Hideaway	Tamarind Cove
DESTINATION	Mexico	Barbados
LOCAL AREA	Yucatan Peninsula	St James Beach
TRANSFER TIME	45 mins	40 mins
No OF ROOMS	200	166
FULL BOARD	Yes	Yes
DISTANCE TO BEACH	Beachfront	Beachfront
SWIMMING POOL	2 main + 2 relax	4 main + 2 whirl
BARs	3	4
FITNESS CENTRE	Yes	Yes
SAUNA	Yes	No
RESTAURANTS	5	1
ON-SITE ENTERTAINMENT	Nightly	Nightly
SPORTS FACILITIES	Kayaks, windsurfing, snorkeling, catamaran, Sailing, Water Polo, Bike Hire	Waterskiing, Windsurfing, Sunfish & Catamaran sailing kayaks, snorkelling all with tuition
MASSAGE	Yes	No
COCKTAIL PARTY	Weekly	No
CASINO	Yes	No
GOLF COURSE	Nearby	
ROOM SERVICE	Yes	No
GARDEN ROOMS	Yes	Yes
SUPERIOR ROOMS	Yes	Yes
STANDARD ROOMS	Yes	Yes
AIRCONDITIONING	Yes	Yes
TELEPHONE IN ROOM	Yes	Yes
TV + SATELLITE in ROOM	Yes	TV
CD HIFI in ROOM	Yes	No
RATES MAY 7 nights	1397	917
RATE MAY Extra Nights	133	75
RATE MAY Ocean View Twin	17	9
RATE MAY Jun Suit Pool/Garden View		19 19
RATE MAY Jun Suite Ocean view		32



292 →

FIG. 19